

Abstract

- Title:** Funding of sport in the Czech Republic with application to the cycling environment
- Objectives:** The main goal of this thesis is to analyze financial management of the Czech Cycling Federation followed with analysis of the gathered data, and revelation of its shortcomings along with a proposal of its operational improvements.
- Methods:** Methods of Qualitative character were used in this thesis; methods of descriptive analysis and an interview. Descriptive analysis was used to evaluate the technical literature for this issue, the Ministry of education, youth and sports materials, and internal documents of the Czech Cycling Federation. The fundamental data was acquired through informal interviews and interviews from a predefined outline with the main officers of the Czech Cycling Federation.
- Results:** The thesis describes the system of financing of sport, with a focus on cycling. It dissects the activity of the federation and redistribution of available funds. The last part contains a recommendation for creating a marketing department to help facilitate communication between sponsors, management of private funds and ensure the increasing popularity of the sport.
- Keywords:** funding of sport, cycling, Czech cycling federation